

ABSTRACT OF THE DISCLOSURE

“System and Method for Providing a Push Gateway Between Consumer Devices and Remote
Content Provider Centers”

An efficient Push-Pull data gateway is described for use by remote content provider
centers or content sponsors to Push data content or have it pulled from remote networks. The
data content is then broadcast through an existing in-band on-channel (IBOC) network to
consumer devices equipped with iBOC receiver. Examples of data content include digital audio
and data broadcasts and examples of consumer devices include consumer electronics device for
receiving such broadcasts. The gateway particularly serves as a data concentration and
management center with several data processing features for facilitation of data transmission.
The described protocol utilized by the Push-Pull gateway supports handling of transmissions
errors, various addressing schemes, multiple transmission speeds, prioritization of content, and
other scheduling features.